Traffic Order# 24370 Status Returned 4 Ver# 7894426 Rep Order# EC'd Yes

Last Received: Printed:

10/01/2012 10:52 AM 09/20/2012 9:26 AM

4

1 of

Showing Buylines: All Lines

) WASHINGTON) JAMIE ANDRUS Rep Firm Sales Office (Salesperson (

() WATERFRONT STRATEGIES 3050 K ST NW, SUITE 100 WASHINGTON, DC 20007 JP1/P2/E //1548

Agency

KSL-TV SALTLAKE CITY
r () PATRIOT MAJORITY

Advertiser Estimate# Product

PATRIOT MAJ USA SPENCER WOOD

1548

Phone#

Buyer Fax#

10/09/2012 - 10/15/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Salesperson Phone# 202-872-1155 Salesperson FAX#

-- CONTRACT COMMENT --

*****************NONDISCRIMINATION**************** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

- REMARKS -

Pls see ins 7 & 29 for pgm chs and comments

Pls rcfm ok or advise

Thanks

jen

Daypart									
Total Cost	\$180,00	\$1,200.00	\$300.00	\$1,400.00	00"056\$	\$300.00	\$400.00	\$540.00	\$700.00
Total Spots	 	ঝ	н	121	171	81	N	en	ம
* of Weeks		Ħ	н	н	п	Ħ	н	ᆏ	Ħ
Spots/Week	 	4	Ħ	83	84	8	8	ന	Ŋ
Dates	10/09-10/12	20/09-10/12	10/15-10/15	10/09~10/12	10/09-10/12	10/14-10/14	10/14-10/14	10/09-10/12	10/09-10/12
Rate	00.09\$	\$300.00	\$300.00	\$700.00	\$475.00	\$150.00	\$200.00 yr pgm title	\$180.00	\$140.00
Len		08:	08:	08:	oe:	08:	SUN TODAY :30 \$200.00 V4 8-3p Sun is Meet The Press, please adjust yr pgm title as I booked in the t/p or advise	30	330
Program	EARLY TODAY	NEWS	NEWS	TODAY SHOW	TODAY SHOW	SUN TODAY	SUN TODAY 74 8-9p Sun is as I booked in	TODAY SHOW	10a-11a RACHAEL RAY
Time	 5Å-6A	6A-7A	6A-7A	7.A-8A	8A-9A	7.8~8.8	SU 8A-9A Station Remark:	9A~10A	10A-11A
Вау	TU-F	TO-E	×	TU-F	TU-F	SU	su Station	TOL	₫ - ΩĽ
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2 of 4	ron Drus	,155	Total Cost		\$140.00	\$560.00	\$140.00	\$680.00	\$170.00	\$400.00	\$100.00	\$800.00	\$200.00	\$100.00	\$100.00	\$780.00	\$130.00	\$780.00	\$130.00	\$2,100.00
) WASHINGTON) JAMIE ANDRUS	202-872-1155	Total Spots	.	H	d,	5 -1	4,	н	ব	н	ব	rd	Ħ	г т	w	н	Ψ	н	4,
52 AM 5 AM		Phone# FAX#	₩ Weeks	1	н	H	H	H	₽	н	ᆏ	н	н	ਰ		r÷l	ᆏ	러	п	ដ
10/01/2012 10:52 AM 09/20/2012 9:26 AM nes	Rep Firm Sales Office Salesperson	Salesperson Phone# Salesperson FAX#	Spots/Week	 	г·I	বা	н	4	Ħ	ব	н	4	₩	H	1~4	ъ	н	vo	н	ঝ
Printed: 10 Last Received: 09/ Showing Buylines: All Lines	EGIES	12	Dates	!	10/15-10/15	10/09-10/12	10/18-10/15	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/14-10/14	10/14-10/14	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/09-10/12
) WATERFRONT STRATEGIES CST NW, SUITE 100 INGTON, DC 20007 FE //1548	10/09/2012 - 10/15/2012	Rate		\$140.00	\$140.00	\$140.00	\$170.00	\$170.00	\$100.00	\$100.00	\$200.00	\$200.00	\$100.00	\$100.00	\$130.00	\$130.00	\$130.00	\$130.00	\$525.00
Traffic Order# 24370	Agency () WATERFRONT ST 3050 K ST NW, SUITE 100 WASHINGTON, DC 20007 Agency CP1/P2/E //1548		Len		.30	3000	O & *	30	.30	3.30	08:	330	330	0 % "	0E •	08:	0 m "	08:	O e :	ဝ ဗ :
4 Status Returned	UTY		Program		RACHAEL RAY	studio s	storio s	12N NEWS	12N NEWS	TODAY SHOW	TODAY SHOW	DAYS OF OUR LIVES	DAYS OF OUR LIVES	SUN EDIN	1030a-11A HIST OF SAINTS	DR PHIL	TING WO	KATIE	KATIE	News
Ver#	KSL-TV SALT LAKE CITY r () PATRIOT MAJORITY PATRIOT MAJ USA 1548	000 000	Time	-	10A-11A	118-12P	112-12P	12P-1P	12F-1P	1P-2P	1P-2P	2P-3P	2P-3P	9A-930A	1030A-112	3P-4P	3P-4P	45-5 4	42-5 2	SP-530P
7894426	XL-TV SALT LAKE (() PATRIOT M 1548 1548	SPENCER WOOD	Day		×	TU-E	×	4-01	×	望び一下	×	ガーひむ	Zi	SU	ns.	TU-F	Ħ	TO.	×	TU-F
Rep Order# EC'd Yes	ise.	Buyer Phone# Fax#	LT Ln	 	10	11	ц 8	ញ ដ	Ţ	S I	ю П	17	80 Fi	19	20	21	22	ଝ	24	25

Rep Order# EC'd Yes	7894426	Ver#	4 Status Returned	Traffic Order# 24370		Printed: 10, Last Received: 09/ Showing Buylines: All Lines	10/01/2012 10:52 AM 09/20/2012 9:26 AM Jines	SZ AM S AM		3 of 4	
Station KS Advertiser (Product)	KSL-TV SALT LAKE CITY r () PATRIOT MAJORITY PATRIOT MAJ USA 1548	LAKE CITY RIOT MAJOR AJ USA	. ALD	Agency () WA 3050 K.ST I WASHING	WATERFRONT STRATEGIES 3050 K.ST NW, SUITE 100 WASHINGTON, DC 20007	ATEGIES	Rep Firm Sales Office Salesperson) WASHINGTON) JAMIE ANDRUS	ON RUS	
	SPENCER WOOD	G00			10/09/2012 - 10/15/2012	/2012	Salesperson Phone# Salesperson FAX#	Phone# FAX#	202-872-1155	155	
na na	Day	Time	ogram	Leg	n Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	н
. 63 1 63	 	5P-530P	NEWS	. 30	0 \$525.00	10/15-10/15	1] H	"	\$525.00	•
27	TÜ-Ē	GB-630B	News	300:	0 \$485.00	10/09-10/12	ស	н	un.	\$2,425.00	
28	Σ	6P-630P	News	:30	0 \$485.00	10/15-10/15	Ħ	н	п	\$485.00	
¥ 59	TU-F 630F Station Remark	-7P	NEWS V4 lx 10/12 Fri 630-7p wi new pgm ncir, pls rcfm ok	:30 roff will be Game Night roffm ok	0 \$475.00 t Live, spt mgd	10/09-10/12 gd stp	dī.	н	ध्य	\$1,900.00	
30	Ħ	d2-d089	News	:30	.0 \$475.60	10/15-10/15	н	⊣	н	\$475.00	
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35	ଷ୍ଟ	630F-7P	GAME NIGHT LIVE	300:	0 \$100.00	10/13-10/13	ਜ	r-1	н	\$100.00	
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თ. რ	ĭ	1035P- 1137P	TONIGHT SHOW	v1 16	:30 \$600.00	10/15-10/15	н	↔	H	\$600.00	
40	표 교 교	1137P- 1236A	Fallon	**	:30 \$250.00	10/09-10/12	m	т	ო	\$750.00	

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4 of 4	ON PRUS 155	Total Cost	\$4,500.00	\$500.00	₩ •3
) WASHINGTON) JAMIE ANDRUS † 202-872-1155	Total Spots	i 	rei	KITUX
:52 AM :6 AM	((Phones FAX#	c # of Weeks	+	н	କ ଓ ଅ
10/01/2012 10:52 AM 09/20/2012 9:26 AM ines	Rep Firm Sales Office () Salesperson () Salesperson Phone# Salesperson FAX#	Spots/Week] 	н	KSTU UNKN
Printed: 10, Last Received: 09/ Showing Buylines: All Lines			10/14-10/14	10/14-10/14	0 2 0 % %
P. Last R. owing Buy	TEGIES	Dates	10/14	10/14	KSL
Sho	() WATERFRONT STRATEGIES 3050 K. ST.NW, SUITE 100 WASHINGTON, DC 20007 PLP2/E //1548 es 10/09/2012 - 10/15/2012	Rate	\$4,500.00	\$500.00	유 원 이 이
er# 24370	() WATERFRONT ST 3050 K. ST.NW, SUITE 100 WASHINGTON, DC 20007 PL/P2/E //1548 es 10/09/2012 - 10/1	Len	30	130	KJZ2 KUTZ
Traffic Order# 24370	Agency () 3050 K. 9 WASHII Agency C/P1/P2/E Flight Dates Eliatus Weeks				CABL 0% KUCW 0%
Status Renumed		Program	NFL	SPORTSBEAT	\$1.88,825
Ver# 4	S CIITY MAJORUTY A		930E	48 401-40E6	5.00) .00 55.00) / \$0.00
	KSL-TV SALT LAKE CITY r () PATRIOT MAJORITY PATRIOT MAJ USA 1 1548 SPENCER WOOD			930	ALS— s: 94 / \$37,765.00 94 / \$37,765.00 194 / \$37,765.00 1s: 94 / \$37,765.0 1s: 94 / \$37,765.0 mt/rcld/rtrn: 0 / %— Market Totals null RA35+
7894426	CSL-TV (PATR 1548 SPEN		83.	SG	TOTALS— Tals: 94 94 / 5 13: 94 / 5 14: 94 15: 94 TYVE— M
Rep Order# EC'd Yes	Station K Advertiser Product Estimate# Buyer Phone#		41	42	-REPORT TOTALS— Report Totals: 94 / \$37,765.00 -SALES MONTELX TOTALS— Oct 12: 94 / \$37,765.00 Sales Totals: 94 / \$37,765.00 Lines not sent/rold/rtrn: 0 / \$0.00 -COMPETITIVE— Market Totals Books null Books RA35+